Quality sales enquiries from two campaigns · How to check this using an example?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

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Applicability: According to the profile and circumstances of the described case.

Check whether the same number of clicks in both channels yields equally good queries.

Checking by example

Track how many contacts meet the minimum budget, deadline and description of the required service.

Compare the cost of the campaign, the number of relevant enquiries and the deals concluded.

Working example · Quality sales enquiries from two campaigns

Compare the campaign cost, the number of relevant enquiries and the deals concluded. If the enquiries are not relevant, clarify the terms in the advert and on the landing page.

Specific next steps

1. Track how many contacts meet the minimum budget, deadline and description of the required service.
2. Compare the cost of the campaign, the number of relevant enquiries and the deals concluded.
3. If the queries are not relevant, clarify the terms in the advert and on the landing page.

Limits of application

Apply the guideline to your documents and working methods.

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/praksa-upiti-kvaliteta-signali-provjera